

WHAT IS CLAIMED IS:

1. A content delivering method for providing information to a customer through the Internet, wherein a content rental dealer provides a customer with a secret key valid only during a rental period and encrypted content data, in rental of content data, and a customer reproduces the content data with the secret key.

2. A content delivering method as claimed in Claim 1, comprising the steps of:

creating a secret key valid only during a rental period, based on received order information about rental of content data,

specifying the content data to be delivered based on the order information,

encrypting the specified content data to be delivered, and

sending the secret key and the encrypted content data to a delivery destination terminal.

3. A content delivering method as claimed in Claim 1, wherein

a content rental dealer induces a customer to select a payment method of a rental charge, hence to settle up the rental charge according to the payment

method selected by the customer.

4. A content delivering method as claimed in Claim 1,  
wherein

a content rental dealer checks customer's credit  
authorization through access to a credit authorization  
5 network built by financial institutions , in settlement  
of a rental charge.

5. A content delivering method as claimed in Claim 1,  
wherein

a content rental dealer induces a customer to  
select a payment method of a rental charge, hence to  
5 settle up the rental charge according to the payment  
method selected by the customer, and

a content rental dealer checks customer's credit  
authorization through access to a credit authorization  
network built by financial institutions, in settlement  
10 of a rental charge.

6. A content delivering method as claimed in Claim 3,  
wherein

payment is performed by a credit card, a tie-up  
card of financial institutions, electronic money, or  
5 payment confirmation into a specified account of a  
financial institution.

7. A content delivering method as claimed in Claim 1,  
wherein

a content rental dealer presents advertisement  
information to a customer.

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8. A content delivering method as claimed in Claim 1,  
wherein

a content rental dealer selects the advertisement  
information to each customer's taste, based on  
accumulated customer information, hence to send the same  
information to each customer via electronic mail.

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9. A content delivering method as claimed in Claim 1,  
wherein

a content rental dealer creates customer's taste  
data by classifying the accumulated customer information  
into predetermined items.

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10. A content delivering method as claimed in Claim 9,  
wherein

a content rental dealer collects an information  
supply charge by supplying the customer's taste data to  
another.

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11. A content delivering system for delivering  
information to a delivery destination terminal through  
the Internet, comprising:

5 a server for receiving order information relative  
to rental of content data from a customer terminal,  
creating a secret key valid only during a rental period  
based on the order information, and delivering the  
secrete key to the delivery destination terminal  
specified by a customer, and

10 a content store server for storing a plurality of  
content data, encrypting the content data to be  
delivered and delivering the same data to the delivery  
destination terminal according to an instruction from  
said server.

15 12. A content delivering system as claimed in Claim  
11, wherein

the order information includes item number of  
content data, its rental period, and address of the  
5 delivery destination terminal, and delivery start time  
and date or secret key delivery time and date of the  
content data.

13. A content delivering system as claimed in Claim  
11, wherein

said server delivers advertisement data to the  
delivery destination terminal.

5 14. A content delivering system as claimed in Claim  
11, wherein

said content store server delivers advertisement data, which is attached to the content data, to the delivery destination terminal.

15. A content delivering system as claimed in Claim 11, wherein

said server notifies the item number of the content data and the address of the delivery destination terminal to said content store server, in a delivery instruction of the content data.

16. A content delivering system as claimed in Claim 11, wherein

said server creates customer identification information indicating a correspondence between a customer and order content, from the order information, classifies the customer identification information into predetermined items, and stores the same information.

17. A content delivering server for delivering information to a delivery destination terminal through the Internet, comprising:

a first server for receiving order information relative to rental of content data from a customer terminal, creating a secret key valid only during a rental period based on the order information, and delivering the secret key to the delivery destination

terminal specified by a customer, and

10           a second server for storing a plurality of  
content data, encrypting the content data to be  
delivered and delivering the same data to the delivery  
destination terminal according to an instruction from  
said server.

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18.       A content delivering server as claimed in Claim  
17, wherein

          the order information includes item number of  
content data, its rental period, and address of the  
5       delivery destination terminal, and delivery start time  
and date or secret key delivery time and date of the  
content data.

19.       A content delivering server as claimed in Claim  
17, wherein

          said first server delivers advertisement data to  
the delivery destination terminal.

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20.       A content delivering server as claimed in Claim  
17, wherein

          said second server delivers advertisement data,  
which is attached to the content data, to the delivery  
5       destination terminal.

21.       A content delivering server as claimed in Claim

17, wherein

said first server notifies the item number of the content data and the address of the delivery destination terminal to said second server, in a delivery instruction of the content data.

22. A content delivering server as claimed in Claim 17, wherein

said first server creates customer identification information indicating a correspondence between a customer and order content, from the order information, classifies the customer identification information into predetermined items, and stores the same information.

23. A content delivering program for delivering information to a destination terminal through the Internet, comprising the functions of:

creating a secret key valid only during a rental period, based on received order information about rental of content data,

specifying the content data to be delivered based on the order information,

encrypting the specified content data to be delivered, and

sending the secret key and the encrypted content data to the delivery destination terminal.

24. A content delivering program as claimed in Claim 23, wherein

the order information includes item number of content data, its rental period, and address of the delivery destination terminal, and delivery start time and date or secret key delivery time and date of the content data.

25. A content delivering program as claimed in Claim 23, comprising a function of:

delivering advertisement data to the delivery destination terminal.

26. A content delivering program as claimed in Claim 23, comprising a function of:

delivering advertisement data, which is attached to the content data, to the delivery destination terminal.

27. A content delivering program as claimed in Claim 23, comprising a function of:

notifying the item number of the content data and the address of the delivery destination terminal to a server which stores content, in a delivery instruction of the content data.

28. A content delivering program as claimed in Claim

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23, comprising a function of:

creating customer identification information indicating a correspondence between a customer and order content, from the order information, classifying the customer identification information into predetermined items, and storing the same information.